



# Wîtaskêwin

*Sharing Success - Shareholder Update*

Summer 2023

## President's Message

### Record-Breaking Profitability



**SIGA President & CEO**  
Zane Hansen

This past year was an important time of recovery for SIGA as we launched iGaming in Saskatchewan and kept a steady focus on Building Back our most critical resources – our customers, our employees, and our finances. SIGA's efforts were rewarded as a return of revenues to pre-pandemic levels combined with operational efficiencies resulted in record-breaking earnings for 2022-23.

SIGA had the strongest year in our history as we came out of the pandemic with the most profitable year in its over quarter-century history. SIGA's gross revenues strengthened throughout the year as customers returned. This resulted in revenues matching pre-pandemic levels at \$292.6 million. Coming out of the pandemic, the organization also efficiently rebuilt resulting in strong margin performance that delivered record net income of \$126 million.

Further to that we invested in our employees through compensation adjustments, benefit enhancements and a renewed organizational emphasis on learning and development. We have now built back to over 1370 employees (with 66% identifying as First Nation) and will continue our efforts via recruitment, retention and workforce planning.

On the operational side we invested in the customer experience through exciting new gaming product on the floors complimented by numerous marketing campaigns. This past

year we also introduced the first "Sevens" sports lounge at the Dakota Dunes Casino which provides an unparalleled sports viewing experience. We extend a huge thank to our customers for their continued patronage in 22/23.

This next year, we also anticipate a dynamic industry environment with elements of change, risk, and opportunity. We finalized a new Strategic Plan with a five year road map for SIGA. Our business plan for 2023-24 is structured around pillars that will best position SIGA to meet new challenges and move forward in a new environment. SIGA is now focused on making smart future investments in its employees, casino facilities, marketing, and reinvesting back into the communities where we operate.

I would like to thank our customers, the SIGA Board, Management, and our employees for helping us through this once-in-a-lifetime pandemic. We will build back stronger than ever, leading SIGA into its next chapter.

Regards, Zane Hansen President and CEO, SIGA



## 2022-2023 Financial Results

- Revenue: \$292.6 million compared to \$195.8 million in 2021-2022.
- Expenses: \$166.6 million compared to \$127.6 million in 2021-2022.
- Net Income: \$126.0 million compared to a net income of \$68.2 million in 2021-2022.

SIGA, as a non-profit corporation, reinvests all net revenue back into Saskatchewan. Casino net revenue is redistributed – 50 per cent to the First Nations Trust (which is distributed to the 74 First Nations in the province), 25 per cent to Community Development Corporations (CDCs) which reinvests the money back into local community initiatives and 25 per cent to the provincial General Revenue Fund.

SIGA as a responsible gaming operator, is nationally certified through the RG Check Program and contributes \$2.25 million annually to the provincial First Nations Addictions and Rehabilitation Foundation (FNARF). In the 2023-24 budget this amount was raised to \$2.5 million.

Giving back to the communities in which it operates is central to SIGA's mandate. Through its Community Investments Program, SIGA invested \$1.3 million into sponsorships of hundreds of community events and programming throughout the province in 2022-23.

## 2023 Jackpots

Bear Claw Casino & Hotel, located near Carlyle, paid out more than \$12.3 million in jackpots. The casino made just over \$2 million in net income, a record for the site.

Dakota Dunes Casino, south of Saskatoon, paid out nearly \$25 million in jackpots. It also had the highest revenue of all SIGA Casinos in 2022-2023, bringing in \$43,728.645 in net income.

Gold Eagle Casino, in North Battleford, celebrated its 27th year of operation and paid out \$19,347,851.03 in total jackpots. It also made \$17.4 million in net income!

Gold Horse Casino, in Lloydminster, paid out \$17.8 million in jackpots in its fourth year of operation. Gold Horse had a record year, bringing in \$5.8 million in net income.

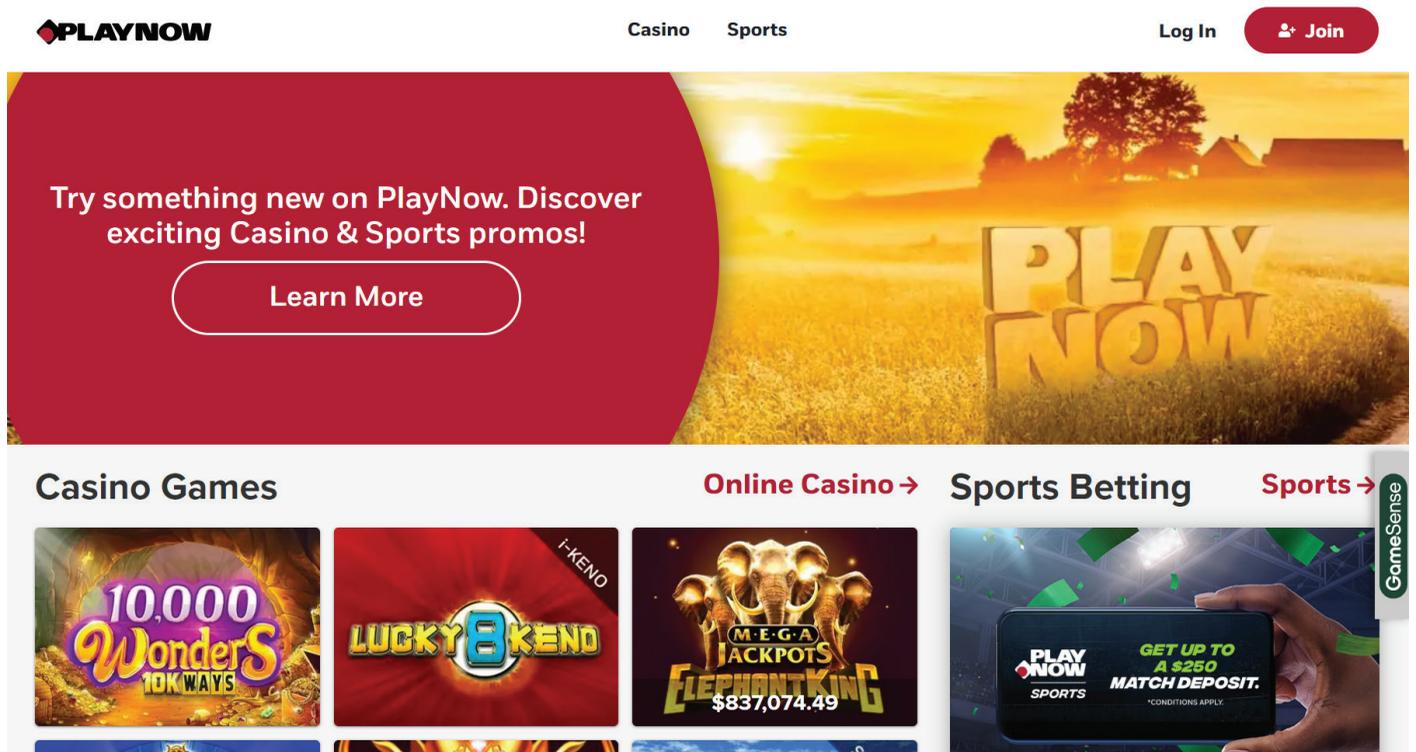
Living Sky Casino, in Swift Current, paid out more than \$11 million in jackpots. Living Sky brought in \$4.1 million in net income during the year.

Northern Lights Casino, in Prince Albert, paid out \$28.4 million in jackpots. The Casino also shattered its revenue targets, bringing in a net income of \$40.6 million in '22-'23 or 48 per cent above target.

Painted Hand Casino, in Yorkton, paid out \$7.9 million in jackpots. It brought in \$12.2 million in net income.



# PlayNow.com profitable in first year.



SIGA provides Saskatchewan players with online gaming through the online gaming and sport betting website PlayNow.com.

The site is the province's only regulated offering of online gaming and provides customers a safe and reputable site that features robust responsible gaming tools. The online platform was developed by the British Columbia Lottery Corporation (BCLC), whom SIGA has partnered with, to provide the platform.

The PlayNow.com site was successfully launched in Saskatchewan on November 3, 2022. Since the initial launch, PlayNow.com has successfully acquired over 19,000 clients, and it was profitable in its first fiscal year of operation.

## SIGA PlayNow.com Performance Highlights

- \$113 Million in Online Slot Wagers.
- 50 million Slot Spins.
- \$4.995 Million in Net Wins.
- \$117,000 in Sports Bets. Most popular sports wagered on by sports betters were hockey, basketball, and football.

“By ensuring that we have a seat at the table in this new online landscape, SIGA is securing future economic opportunities and expansion for our people,” said Federation of

Sovereign Indigenous Nations Chief Bobby Cameron.

“The ability for us to be the proponent for the online gaming and sports betting offering in the province and to share that revenue with Saskatchewan, sets a very positive precedent for SIGA,” said Reginald Bellerose, Chair of the Saskatchewan Indian Gaming Authority's Board of Directors.

“It's been a priority of the SIGA Board to ensure that these revenues stay within Saskatchewan and that we continue to exercise our inherent right to operate gaming into the online world,” Bellerose added.



## SIGA Rider Game Day

In 2023, SIGA was once again a proud legacy sponsor of the July 15 Kisiskâciwan game between the Saskatchewan Roughriders and the Calgary Stampeders at Mosaic Stadium in Regina. The game was a close one that came down to a last second play to secure the victory for Calgary.

SIGA invited hundreds of youth and their chaperones for a pizza party prior to attending the 33-31 contest. We would also like to salute the veterans who were in attendance with us!

Thanks to members of our staff and all our volunteers for their hard work in making the day possible!



## NAIG 2023

Team Saskatchewan sent hundreds of athletes to compete at the 2023 North American Indigenous Games (NAIG) in Halifax. On June 28, 2023, SIGA presented a cheque for \$100,000 to Team Saskatchewan at SIGA's Central Office in Saskatoon. SIGA has been a proud supporter of Team Saskatchewan athletes for many years.

This year, Team Sask. won the most medals overall! Team Sask. won 175 medals in total, coming home with 51 gold, 63 silver and 61 bronze medals! Congratulations, Team Saskatchewan athletes!



**Top:** Dreyten Bugler-Cann of Red Pheasant Cree Nation poses with SIGA VP of Corporate Affairs Pat Cook, a former NAIG athlete. Dreyten stopped by SIGA Central Office on July 25.

He won five gold medals and one silver, making him one of the most decorated track athletes for Team Sask.

**Left:** Girls Volleyball athletes march at Dakota Dunes Casino as part of the Team Sask. NAIG Pep Rally on July 13.

# Human Resources

## Recruitment in a Competitive Landscape

As SIGA continues *Building Back*, HR has been focused on partnering with the business to deliver effective talent management strategies while competing with a tight labour market in Saskatchewan. Maximizing internal mobility, employee training and development, workforce and succession planning and employee engagement remain a top priority.

## Enhancing Total Rewards to Retain Talent

Effective March 26, 2023, employees received a merit increase based on a new, streamlined Performance Evaluation process. Along with merit, employees received a 4% economic increase to align with industry salary adjustments and support employees with the rising costs of everyday living. In May 2023, the Health & Wellbeing Coordinator position returned to SIGA. This role provides support to our staff on their individual wellbeing journey's, plans and coordinates cultural events, and promotes well-being initiatives across all Casinos.

## Commitment to Reconciliation

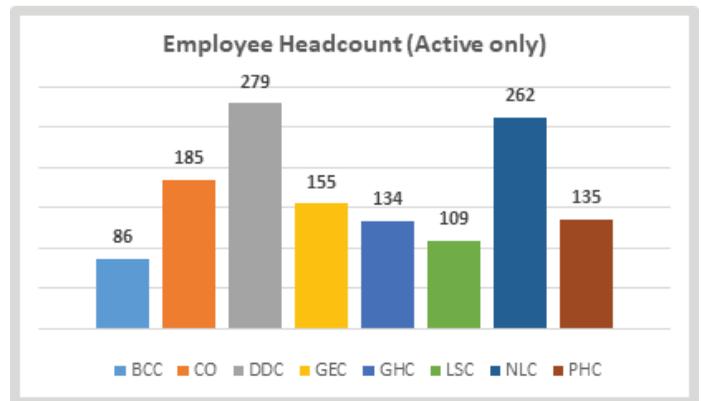
As part of our commitment to Reconciliation and to remember and honour residential school survivors and their families, SIGA declared the last Friday of each month Orange Shirt Day for employees at all sites.

An Orange T-Shirt Design Art Contest was held and winner was selected. SIGA is also committed to the return of First National Cultural Events such as powwows in the coming year.

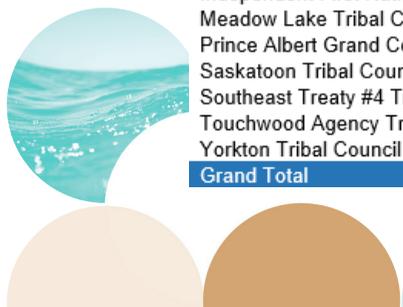


## SIGA HR Demographics at a Glance

Employees Hired in Q1	Diversity Ratio	First Nation Ratio
162	48% Male 52% Female	66% FN 34% Non-FN
Total Headcount	Average Age	Average Tenure
1414	40	6 years



	BCC	CO	DDC	GEC	GHC	LSC	NLC	PHC	Grand Total
Non FN Employees	28	66	76	49	75	96	51	39	480
Councils outside SK	9	14	17	7	11	1	14	23	96
Agency Chiefs Tribal Council	1	6	10	5	3	0	8	1	34
Battlefords Agency Tribal Chfs	0	18	20	38	9	3	17	2	107
Battlefords Tribal Council	0	5	9	29	9	0	1	1	54
File Hills Qu'Appelle Trbl Cnc	4	9	10	2	0	3	7	13	48
Independent First Nation	2	15	38	14	23	1	8	13	114
Meadow Lake Tribal Council	0	9	10	8	3	1	5	0	36
Prince Albert Grand Council	1	17	31	5	3	3	122	1	183
Saskatoon Tribal Council	0	17	39	4	4	1	33	1	99
Southeast Treaty #4 Tribal Cnc	37	2	9	0	1	1	0	3	53
Touchwood Agency Tribal Cnc	2	6	13	0	1	2	4	2	30
Yorkton Tribal Council	6	8	13	1	0	2	7	43	80
<b>Grand Total</b>	<b>90</b>	<b>192</b>	<b>295</b>	<b>162</b>	<b>142</b>	<b>114</b>	<b>277</b>	<b>142</b>	<b>1414</b>



# SIGA Corporate Responsibility (and Investment)

SIGA provided \$1.3 Million in sponsorship dollars to over 450 organizations, events, and partners from all areas of the province.

Some highlights include a \$100,000 donation to Synergy 8 Community Builders, for the purchase of a portable pediatric MRI Machine for the Jim Pattison Children’s Hospital.

Also, SIGA has committed \$100,000 over two years to the Saskatoon Tribal Council Emergency Wellness Centre Nutrition Program.



This year so far, SIGA has already sponsored almost 300 events and initiatives in monetary or in-kind support.

Top Ten (in monetary value) SIGA Community Investments for 2023-2024:

- Tony Cote First Nations Winter Games: \$125,000
- Jim Pattison Children’s Hospital Foundation (portable MRI machine): \$100,000
- NAIG 2023 Team Saskatchewan Athletes: \$100,000
- Saskatoon Tribal Council (STC) Urban First Nations Services Inc. (Emergency Wellness Centre): \$50,000
- First Nations University of Canada (Spring Celebration Pow Wow): \$25,000
- Saskatoon Tribal Council (STC) “The Walk for Reconciliation”: \$10,000
- Gordon Tootoosis Nīkānīwin Theatre: \$10,000
- Fred Sasakamoose “Chief Thunderstick” National Hockey Championship: \$10,000
- Foundations Learning & Skills Saskatchewan: \$10,000

## Scholarships

The SIGA Indigenous Scholarship Awards Program will award \$55,000 in scholarships to First Nations and Indigenous students in 2023 through three scholarships:

- SIGA Justice Paul Favel Indigenous Award for Outstanding Leadership in Community Involvement.
- SIGA Scholarships for Saskatchewan First Nations post-secondary students.
- The Shauna Bear Memorial Scholarship for Aspiring Indigenous Human Resources Professionals.

In 2023, there were 387 applications submitted to SIGA. By comparison, there were 242 applications in 2022!

Applications opened in July and closed on August 13. Recipients will be announced in September.



## Responsible Gaming

SIGA is proud to announce that all SIGA Casinos have passed national accreditation through RG Check. Developed by the Responsible Gambling Council, RG Check is the most comprehensive responsible gambling accreditation program in the world.

The RG Check provides assurance to our patrons, employees, and the community that we would like to meet or exceed national Responsible Gaming standards.

Achieving this accreditation shows SIGA’s culture of providing quality Responsible Gaming services and best business standards to not only our players and employees, but to the public as well.



# SIGA Sponsorships



SIGA is a proud sponsor of many community organizations, events and initiatives.

Here are some of the SIGA Sponsorship highlights for 2023.

Clockwise from top: A cheque is presented to Team Saskatchewan as they prepare for NAIG in Halifax, Central Office and Dakota Dunes Casino employees ride the MegaBike for a Big Brothers Big Sisters of Saskatoon fundraiser, a cheque is presented to Synergy 8 Community Builders to purchase a portable MRI for the children's hospital, drummers preparing to sing just before kickoff at Rider Game Day, pizza is served to youth who attended Rider Game Day in Regina in July.



# SIGA Casinos and the Communities



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